

## AMENDMENTS TO THE CLAIMS

Please amend the claims as follows:

- 1    1.     Cancelled.
- 1    2.     Cancelled.
- 1    3.     (Currently Amended) The apparatus of claim ~~[[1]]~~ 27, wherein the resource  
2    identifier is comprised of an industry standard product identifier (ISPID).
- 1    4.     (Original) The apparatus of claim 3, wherein the industry standard product  
2    identifier is a multiple listing service (MLS) identifier.
- 1    5.     (Original) The apparatus of claim 3, wherein the industry standard product  
2    identifier is a vehicle identification number (VIN) identifier.
- 1    6.     (Original) The apparatus of claim 3, wherein the information server responds  
2    to requests for an information page comprised of the ISPID, whether the requested  
3    information page exists prior to the request or not.
- 1    7.     (Original) The processor of claim 1, wherein the resource identifier further  
2    includes a marketing code.
- 1    8.     Cancelled
- 1    9.     (Original) The apparatus of claim 7, wherein the information server further  
2    includes a statistics function to compile and maintain statistics using the marketing  
3    code of received requests.
- 1    10.    (Original) The apparatus of claim 9, wherein the information server further  
2    includes a report function which periodically, automatically compiles and generates  
3    a marketing report based, at least in part, on the compiled marketing statistics.

- 1 11. (Original) The apparatus of claim 9, wherein the information server further  
2 includes a report function which on demand, automatically compiles and generates  
3 a marketing report based, at least in part, on the compiled statistics.
- 1 12. Cancelled
- 1 13. (Currently Amended) The method of claim [[12]] 29, wherein the resource  
2 identifier is comprised of an industry standard product identifier.
- 1 14. (Original) The method of claim 13, wherein the industry standard product  
2 identifier is a multiple listing service (MLS) identifier.
- 1 15. Cancelled.
- 1 16. Cancelled.
- 1 17. Cancelled
- 1 18. (Currently Amended) The method of claim [[12]] 29, wherein the ~~received~~  
2 resource identifier includes a marketing code.
- 1 19. (Original) The method of claim 18, further comprising:  
2 compiling and maintaining a history of received marketing codes; and  
3 calculating statistical reports of the received marketing codes.
- 1 20. (Original) The method of claim 19, further comprising periodically,  
2 automatically compiling and generating a statistical report depicting marketing  
3 effectiveness based, at least in part, on the calculated statistical reports of the  
4 received marketing codes.
- 1 21. Cancelled.
- 1 22. Cancelled.

1 23. (Currently Amended) The article of manufacture storage medium of claim 32  
2 [[21]], wherein the resource identifier is comprised of an industry standard product  
3 identifier (ISPID).

1 24. Cancelled.

1 25. (Currently Amended) The article of manufacture storage medium of claim  
2 [[21]] 32, wherein the information server includes a function to identify, compile and  
3 maintain a statistical history of marketing codes received in information page  
4 requests.

1 26. (Currently Amended) The article of manufacture storage medium of claim 25,  
2 wherein the information server includes a report generation function which  
3 periodically and/or on demand automatically generates a report including the  
4 compiled statistical history.

1 27. (New) An apparatus for the provisioning of information pages comprising:  
2 a storage device having stored therein a plurality of executable instructions  
3 that implements an information server for receiving a uniform resource locator (URL)  
4 comprising a server name immediately followed by a separator immediately followed  
5 by an identifier interpreted by the information server as a resource identifier  
6 identifying a resource, and in response, constructing and issuing one or more  
7 queries including the resource identifier to retrieve information corresponding to the  
8 identified resource and dynamically generating instructions to create the associated  
9 information page for the identified resource for provisioning to a client; and  
10 a processor coupled to the storage device to execute the stored executable  
11 instructions.

1 28. (New) The apparatus of claim 27 wherein the storage device has additional  
2 executable instructions that provision the created information page to the client.

1 29. (New) A method for provisioning information pages by an information server  
2 comprising:

3 receiving from a client a uniform resource locator (URL) comprising a server  
4 name immediately followed by a separator immediately followed by an identifier  
5 interpreted by the information server as a resource identifier identifying a resource;  
6 and

7 constructing and issuing one or more queries including the resource identifier  
8 to retrieve information corresponding to the identified resource, and dynamically  
9 generating instructions to create the associated information page for the identified  
10 resource for provisioning to a client.

1 31 (New) The method of claim 29 further comprising provisioning the created  
2 information page to the requesting client.

1 32. (New) An article of manufacture comprising:

2 a recordable medium having recorded thereon a plurality of machine  
3 executable instructions implementing an information server having a plurality of  
4 functions for provisioning resource information pages, the functions including a  
5 function to receive a uniform resource locator (URL) comprising a server name  
6 immediately followed by a separator immediately followed by an identifier interpreted  
7 by the information server as a resource identifier identifying a resource, constructing  
8 and issuing queries to retrieve information associated with the identified resource  
9 and to dynamically generate instructions to create the associated information page  
10 for the identified resource for provisioning to a client.

1 33. (New) The article of manufacture of claim 32 further comprising a function to  
2 provision the created information page to the requesting client. .

1 34. (New) The article of manufacture of claim 23 wherein the information server  
2 responds to requests comprised of an ISPID for an information page whether the  
3 requested information page exists prior to the request or not.